

# SSC&B Inc. Advertising

**TO** John Bergin

**DATE** 6/22/76

**FROM** George Poris

Here's the personnel list you requested. The name of the game is turnover. The reasons are: 1. money  
2. opportunity to grow 3. more "freedom" , in that order.

<u>NAME</u>	<u>TERMINATION DATE</u>	<u>WHERE TO</u>	<u>WHY</u>
(COPY)			
MARTY EVARDS	5-3-74	BERNIE KAHN, ASSOC.	MONEY/OPP.
MONTE MATHEWS	6-7-74	REVLON	MONEY
DON WILDE	12-30-74	SSC&B	CHANGE OF ASSIGNMENT
KATHI STRAUSS	3-7-75	MARSCHALK	MONEY
SANDI BURROWS	4-4-75	REVLON	OPP/MONEY
CYNTHIA WEBBER	6-30-75	GREY	MONEY
JOHANNA HAWKINS	5-14-75	ESTY	MONEY
LOIS GAELEN	6-25-76	SHIMA/PASSBERGER	OPP/MONEY
(ART)			
DICK HUEBNER	3-31-74	SHIRLEY POLYKOFF	OPP/MONEY
TED BOSSIER	8-23-74	TRACY, LOCKE	OPP/MONEY
WARREN GODFREY	11-22-74	CUNNINGHAM&WALSH	MONEY
DEBBIE FRITTS	1-17-75	SHIRLEY POLYKOFF	MONEY
MARTY STEVENS	8-22-75	REVLON	OPP/MONEY
VINCE FIGLIOLA	2-15-76	-----	INCOMPATA- BILITY
GARY SHAPIRO	5-7-76	NADLER&LARIMER	MONEY
KEN KINNER	6-30-76	-----	INCOMPATA- BILITY

GEORGE J. PORIS

285 Whitman Street  
Haworth, New Jersey 07641

(201) 385-2264 (home)  
(212) 644-5000 (office)

1971 -- Present:

SSC&B, INC.  
SENIOR VICE PRESIDENT, CREATIVE DIRECTOR

Responsible for the creative output of the agency, working on all accounts at SSC&B.

1968 -- 1971:

REVLON, INC.  
VICE PRESIDENT, DIRECTOR OF ADVERTISING

Responsible for all domestic advertising for this major cosmetic company. Supervised the Revlon Creative Workshop, the in-house agency, as well as Grey, Inc.

1957 -- 1968:

SSC&B, INC.  
SENIOR VICE PRESIDENT, ASSOCIATE DIRECTOR OF CREATIVE SERVICES

Over the course of this eleven year period, wrote for virtually every account in the agency. Primarily identified with Noxzema Skin Cream, Cover Girl, Breck, 'all' Detergents, Pall Mall Cigarettes, Arrid, Rise. Others: Ballantine Beer, Lifebuoy Soap, Lipton Tea, Micrin, S & H Green Stamps, Rit Dye.

1951 -- 1957:

BENTON & BOWLES, INC.  
COPY GROUP HEAD

Instant Maxwell House Coffee, Mutual of New York Life Insurance (MONY), Post Cereals, Gaines Dog Food, G. F. Institutional, Tide, American Express Travelers Cheques

GEORGE J. PORIS (cont.)

1948 -- 1951:

ESQUIRE, INC.  
PROMOTION COPY CHIEF

Advertising promotion copy for Esquire and Coronet Magazines.

ADDITIONAL EXPERIENCE:

MODERN MERCHANDISING BUREAU, INC.

Copywriter on fashion, fabric and soft goods accounts.

RUTHRAUFF & RYAN, INC.

Copy Cub.

LENNEN & MITCHELL, INC.

Mail Room.

EDUCATION:

COLUMBIA COLLEGE, 1948, A. B., Cum Laude  
Phi Beta Kappa

PERSONAL:

Married. Three children.  
Age: 49

U. S. Army Air Force (Four years service)

CREATIVE EXECUTIVE

George Poris

Associate Creative Directors

Carolyn Hirschklau  
Trisha Ingersoll

Copy Supervisors

Debbie Stern  
Harry Nye

Accounts

Cover Girl Products  
New Products  
Savvy  
Pepsodent  
S&H  
Liquid "all"  
Dishwasher "all"  
J&J 2B

Copywriter

~~Lorrie Ador~~  
~~Peter Reliogg~~

Executive Art Director

Jim Abel

Senior Art Director

Paul Nye

Art Directors

Don Preziosi  
Heidi Goennel

Producers

Nick Pellegrino  
Elio DiBiase  
Don Harrington  
Don Keller

CREATIVE EXECUTIVE

George Poris

Associate Creative Directors

Carolyn Hirschklau  
Trisha Ingersoll

Copy Supervisors

Debbie Stern  
Harry Nye

Copywriter

Lorrie Ader  
Peter Kellogg

Executive Art Director

Jim Abel

Senior Art Director

Paul Nye

Art Directors

Don Preziosi  
Heidi Goennel

Producers

Nick Pellegrino  
Elio DiBiase  
Don Harrington  
Don Keller

Accounts

Cover Girl Products  
New Products  
Savvy  
Pepsodent  
S&H  
Liquid "all"  
Dishwasher "all"  
J&J 2B

CREATIVE EXECUTIVE

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Trisha Ingersoll

Copy Supervisors

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Harry Nye

Accounts

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New Products  
Savvy  
Pepsodent  
S&H  
Liquid "all"  
Dishwasher "all"  
J&J 2B

Copywriter

Lorrie Ader  
Peter Kellogg

Executive Art Director

Jim Abel

Senior Art Director

Paul Nye

Art Directors

Don Preziosi  
Heidi Goennel

Producers

Nick Pellegrino  
Elio DiBiase  
Don Harrington  
Don Keller

Creative Executive

George Poris

Associate Creative Directors

Carolyn Hirschklau  
Trisha Ingersoll

Copy Supervisor

Debbie Stern  
Harry Nye

Copywriter

Lorrie Ader

Executive Art Director

Jim Abel

Senior Art Director

Paul Nye

Art Directors

Don Preziosi  
Heidi Goennel

Producers

Nick Pellegrino  
Elio DiBiase

Creative Executive

Libby Daniell

Associate Creative Directors

Mary Ellen Harris  
Mavis Cain

Copywriters

Jack Staub  
Tom Pastore

Executive Art Directors

Bob Fudge  
Bob Kelly

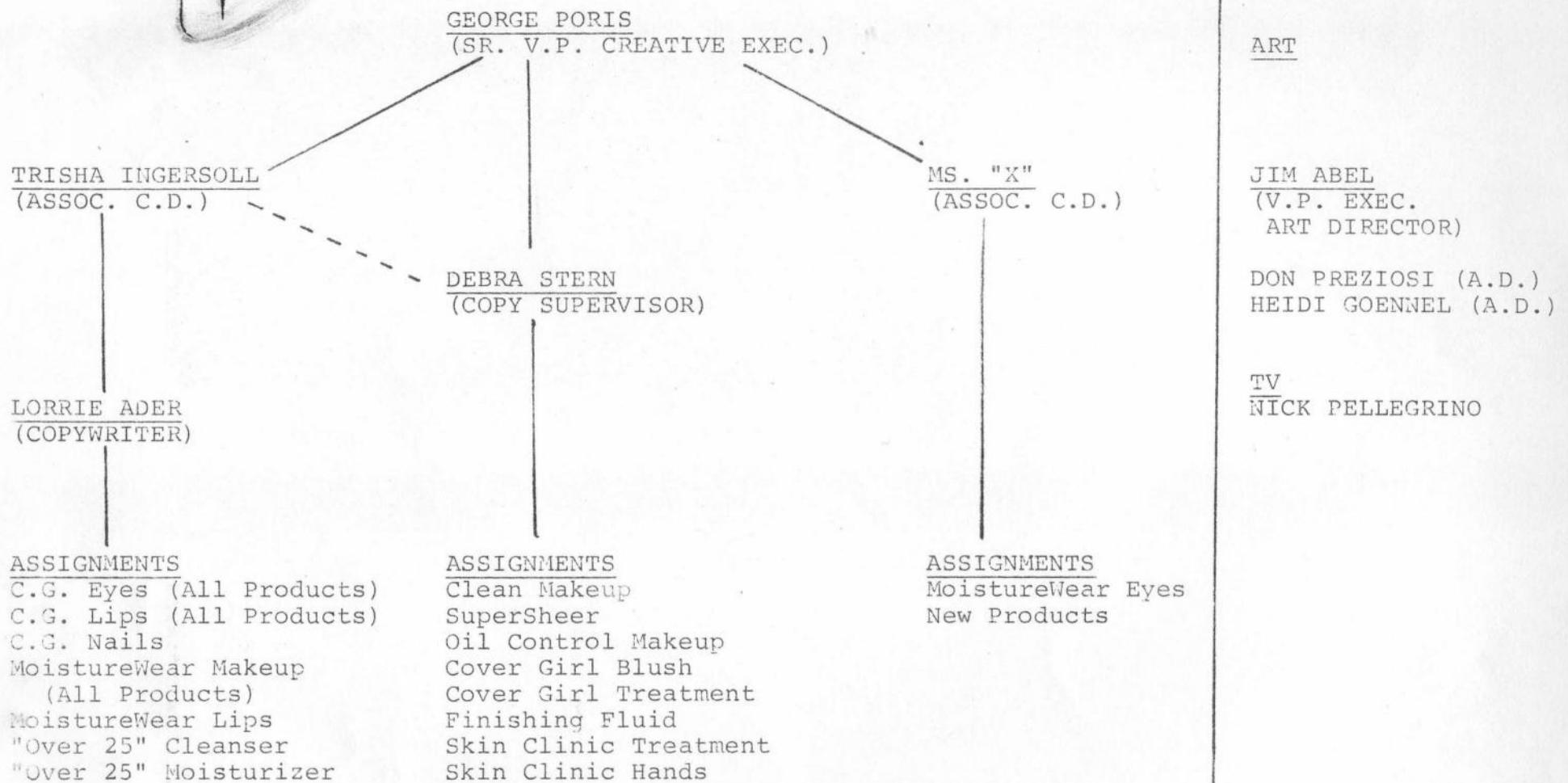
Art Directors

Lynne Lancaster  
Jackie Obrandt

Producers

Stan Noble  
Don Harrington

COVER GIRL CREATIVE GROUP



GEORGE PORTS GROUP

Associate Creative Director

Trisha Ingersoll  
Maggie Perkins  
New - Lareau Req.

Copy Supervisor

Debbie Stern

Copywriters

Jack Staub  
Lorrie Ader

Executive Art Director

Jim Abel

Senior Art Director

Bob Fudge

Art Directors

Don Preziosi  
Heidi Goennel  
Lynne Lancaster

ON-GOING ACCOUNTS

Noxell Corp.: Cover Girl  
Clean Makeup, Oil Control Makeup,  
Lip Softeners, 'Shine Makers',  
Long 'n Lush Mascara, Thick Lash  
Mascara, Professional Mascara,  
One-Stroke Shadows, 9-Hour Eye  
Polish, Nail Slicks, 9-Hour  
Cheek Color, Raintree Lotion,  
Noxzema Skin Cream, MoistureWear  
Makeup.

Lehn & Fink: Givenchy III,  
Givenchy Gentleman.

Bristol Myers: Savvy.

TEST MARKET ACCOUNTS

Noxell Corp.: Raintree Lotion,  
Noxzema Antiseptic Skin Cleanser,  
Heart of Oats Hand Lotion.

Bristol Myers: Savvy.

IN DEVELOPMENT

Noxell Corp.: Cover Girl  
Professional Skincare, Oil  
Control Blush, Face Color, New  
Mascara, New Eye Shadow, Skin  
Clinic Treatment, Skin Clinic  
Hand Lotion, Skin Clinic Clean-  
sing Bar, Raintree Male Line,  
Raintree New Products, Noxzema  
Cleansing Lotion, Noxzema Clean  
Cream, China Oil Moisture Lotion,  
Cocoa Butter Lotion, Moisturewear  
Over 25 Cleanser, Moisturewear  
Over 25 Lotion, Moisturewear  
Lipsticks, New Makeup

HARRY AZOPIN GROUP

Associate Creative Directors

Rick Meyer

Copy Supervisor

Frank Marrone

Copywriters

Pam Walters

New - (Tobacco Req.)

Executive Art Director

John MacDonald

Senior Art Director

Jim Bilelis

Art Directors

Scott Carouge

New (Jr. AD Req.)

ON-GOING ACCOUNTS

Glenbrook Labs: Adult Bayer Aspirin (arthritis and headache), Bayer Timed Release for Arthritis, Bayer Children's Cough Syrup, Bayer Children's Cold Tablets.

American Can: Dixie Cups, Dixie Livingware, Dixieware.

Amstar: Domino Sugar (Consumer), Domino Sugar (Industrial).

Lever Brothers: Lifebuoy.

American Tobacco: Tareyton and allied brands.

TEST MARKET ACCOUNTS

Lever Brothers: Praise Dishwashing Liquid.

IN DEVELOPMENT

Lever Brothers: New Lifebuoy stronger deodorancy.

Amstar: Brownulated Brand Brown Sugar.

Glenbrook Labs: Bayer Children's Liquid Pain Reliever.

CAROLYN HIRSCHIKLAU GROUP

Associate Creative Director

Mary Ellen Harris

Copy Supervisor

Bud Nye

Copywriters

Elaine Saxon  
Tom Pastore

Executive Art Director

Bob Kelly

Senior Art Director

Paul Nye

Art Directors

Joe Camilletti  
Jim Wells  
Jackie Obrant

ON-GOING ACCOUNTS

Lever Brothers: Concentrated  
"all", Dishwasher "all",  
Pepsodent Toothbrush.

Lehn & Fink: Mop & Glo, Wet  
Ones.

S&H Green Stamps

Encyclopaedia Britannica

TEST MARKET ACCOUNTS

Lehn & Fink: Mop & Glo Restage

IN DEVELOPMENT

Lever Brothers: DX Toothbrush,  
Pepsodent backups.

Lehn & Fink: Solid Air  
Freshener, Heavy Duty Wet Ones.

Encyclopaedia Britannica: Fast  
Feed Back.

DICK MERCER GROUP

Associate Creative Directors

Bob Conlon  
Judy Lotas

Copy Supervisors

Clay Delauney  
Patti Otis

Copywriters

Kristi Gunnill  
Peter Kellogg

Executive Art Director

Don Nevins

Senior Art Director

Mike Scherfen

Art Directors

Ralph Palamidessi  
New AD

ON-GOING ACCOUNTS

Lehn & Fink: Lysol Basin/Tub/  
Tile Cleaner, Lysol Disinfectant  
(Liquid), Lysol Deodorizing  
Cleaner, Lysol Disinfectant Spray,  
Lysol Toilet Bowl Cleaner.

Johnson & Johnson: Johnson's  
Baby Shampoo.

Lego Systems: All Lego Building  
Sets.

Thomas J. Lipton: Cup-a-Soup,  
Souper Bowl.

Lever Brothers: Cherish.

Personal Products: Assure.

Glenbrook Labs: Bayer Children's  
Aspirin.

DON WILDE GROUP

Associate Creative Directors

Steve August  
Mavis Cain

Copy Supervisors

Jack Fuiks  
Mark Kamen

Copywriters

Nancy Richman  
Dan Prenissni  
Graham Hubbel

Executive Art Director

Stan Oill

Senior Art Director

Vince Gatto

Art Directors

Frank Murakami  
Grace Ganley  
Michael Rose  
Bill Strain

ON-GOING ACCOUNTS

Thomas J. Lipton: Tea Bags  
(Hot & Iced), Instant & Mix,  
Canned, Orange-Flavored, Lemon  
Tree, Flavored Tea Bags, New  
Stronger Brew Tea, Spatini.

Johnson & Johnson: Regular  
Disposable Diapers, Overnight  
Diapers, Newborn Diapers, New  
Panty Shape Diapers, Swabs,  
Carefree Panty Shields.

Lever Brothers: Liquid "all",  
Autumn Margarine.

Renfield: Martini & Rossi,  
Remy Martin.

American Tobacco: Pall Mall and  
allied brands.

American Cigar: A&C, Several  
others.

Sunshine: All cookies and  
crackers.

Citicorp: First National City  
Travelers Checks.

Nationwide.

Tropicana.

TEST MARKET ACCOUNTS

Johnson & Johnson: Nanny back-up,  
new one-piece tab diaper, new  
print campaign.

Thomas J. Lipton: Lemon Tree Mix,  
new strategic concepts.

IN DEVELOPMENT

Lipton and Johnson & Johnson will  
become even more active.

1974

COPY  
LARCAU  
MCIVER  
MCNICHTOL

EVARDS  
MATTHEWS

WEBBER  
STRAUSS

CAIN  
O'HANLON

⑨

ART

HEUBNER  
GODFREY  
SILLEN  
DE BOSSIER  
FRITTS  
VAN

⑥

1976

COPY  
LARCAU  
STERN

MCIVER

GACLEN  
~~██████████~~

CAIN  
O'HANLON

⑥

ART

ABEL  
SILLEN  
KINNER  
ELEFTHERIOU  
KELLY

⑤

1978

COPY

INGERSO~~L~~  
ADER  
STERN  
CAIN  
~~██████████~~

④

ART

ABEL  
KELLY  
PREZI~~O~~  
~~██████████~~  
WEL

1974

COVER GIRL MKP.  
COVER GIRL SUPERSHEER  
COVER GIRL MOISTURE MKP.

COVER GIRL EYES

COVER GIRL LIPS

RAINTREE LOTION

NOX. SKIN CREAM

SAVVY

GIVENCHY

BRECK CREAM RINSE

BRECK HAIR SPRAY

BRECK SHAMPOO

1976

COVER GIRL MKP.  
COVER GIRL SUPERSHEER  
COVER GIRL MOISTURE MKP.  
COVER GIRL OIL CONTROL  
COVER GIRL BLUSHERS  
COVER GIRL "MOISTUREWASH"

COVER GIRL EYES

COVER GIRL LIPS  
COVER GIRL NAILS

SKIN CLINIC

RAINTREE LOTION/CREAM

RAINTREE BATH

RAINTREE 'OUTDOOR FACE'

NOX. SKIN CREAM

NOX. HANDS

NOX. LIQUID CLEANSER

SAVVY  
GIVENCHY

NATURALLY FEMININE  
CAREFREE  
APEX

COVER GIRL MAKE-UP

Clean Make-Up	- liquid foundation ✓ - tube - blush (3 forms) ✓ - pressed powder
Oil Control	- liquid foundation ✓ - pressed powder
SuperSheer	- liquid foundation - pressed powder - tube blush
MoistureWear	- liquid foundation ✓ - cream foundation ✓ - cream blush - pressed powder - under eye stick - cover stick - moisturizer
Eyes	- Thick Lash Mascara ✓ - Long 'N Lush ✓ - Professional Mascara ✓  - One Stroke Shadow ✓ - 9-Hour Eye Polish ✓ - Color-Matics ✓ - PeeperSticks - Pencils ✓  - Softline Liner
Lips	- Lipsticks - 22 shades ✓ (cream and shine formula) - Shine Makers ✓ - Flavored Gloss ✓
Nails	- Nailslicks ✓ - Nail care ✓

TEST

Skin Clinic	- treatment line ✓ - handcare ✓
Cover Girl	- treatment line ✓
MoistureWear	- Over 25 Cleanser ✓